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Foreign

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TITLE: INTERACTIVE TELEVISION BROADCASTING
SYSTEM

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INVENTOR-INFORMATION:

NAME

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COUNTRY

N/A

ASSIGNEE-INFORMATION:

NAME

TWO WAY TV LTD

COUNTRY

N/A

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ABSTRACT:

PROBLEM TO BE SOLVED: To provide an interactive television broadcasting system and a receiver by which an audience survey can accurately be made.

SOLUTION: The interactive television broadcasting system has a supply source device 40 that supplies a plurality of television channel programs and data through broadcasting and a plurality of receivers 50. Each receiver 50 has a channel election means 51 that selects a channel to receive a television channel among broadcasting television channels sent by the supply source device

ely be made.

SOLUTION: The interactive television broadcasting system has a supply source device 40 that supplies a plurality of television channel programs and data through broadcasting and a plurality of receivers 50. Each receiver 50 has a channel election means 51 that selects a channel to receive a television channel among broadcasting television channels sent by the supply source device 40, a processing means 52 that discriminates which channel the receiver 50 receives in response to data sent from the supply source device 40, and a transmission means 53 that transmits information related to a channel being received by the receiver 50 to a data collection device 60 provided in common.

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